

ACT Supporting Partner Benefits Overview

Showcasing Your Commitment to Innovation in the Independent Agency Channel

Welcome to the ACT Community

As a Supporting Partner of the Agents Council for Technology (ACT), you join a collaborative, forward-thinking network bringing together independent agents, carriers, technology providers, and industry groups committed to the success of the independent agent channel. Your partnership helps drive innovation, collaboration, and progress across the industry.

While ACT partnerships may not offer immediate or direct ROI, they represent a strategic investment in the health and future of the independent agency system. By aligning with ACT, your organization demonstrates its commitment to supporting the broader industry ecosystem and advancing technology-driven solutions that benefit all stakeholders.

This overview outlines the many ways you can engage with ACT and maximize the value of your sponsorship. While this document is not a formal agreement, it serves as a guide to the opportunities available to you as a valued partner.

1 Partner Recognition

Your organization's logo will be featured on ACT's Supporting Partners page and included in select promotional materials. This visibility highlights your commitment to the independent agency channel and reinforces your role as a valued supporter of industry innovation and collaboration.

→ [View Supporting Partners: https://www.independentagent.com/act-partners/](https://www.independentagent.com/act-partners/)

2 Exclusive Workgroup Participation

Join ACT's reimagined workgroups—open exclusively to Supporting Partners and Big "I" member agents. These groups focus on key industry topics and benefit from the insights of agents, carriers, tech providers, and associations. Workgroup participation is a powerful way to amplify your team's profile as industry thought leaders while visibly demonstrating your organization's commitment to advancing technology solutions within the independent agency channel.

→ [Explore workgroups: https://www.independentagent.com/act-work-groups/](https://www.independentagent.com/act-work-groups/)

→ [Sign up: https://lp.independentagent.com/actworkgroup](https://lp.independentagent.com/actworkgroup)

3 Access to ACT Events

Attend ACT's in-person and virtual events where thought leaders gather to explore how technology is shaping the industry. Opportunities may include speaking on panels, moderating roundtables, and networking with key stakeholders.

→ [View upcoming events: https://www.independentagent.com/technology-events/](https://www.independentagent.com/technology-events/)

4 ACT News & Thought Leadership Contributions

Subscribe to ACT News—our bi-monthly newsletter—and stay informed on events, alerts, and updates. You're also invited to contribute thought leadership articles (typically 800–1,000 words) that are not direct marketing pieces but provide insights and education to our audience. Select contributions may be considered for publication in the Big "I"'s *Independent Agent Magazine*—a publication with significantly broader reach across the independent agency community. We welcome the opportunity to discuss topics and formats that would best showcase your organization's expertise and perspective to that wider audience.

→ [Subscribe to ACT News: https://lp.independentagent.com/manage-subscription-preferences](https://lp.independentagent.com/manage-subscription-preferences)

→ [Read past issues: https://www.independentagent.com/news-type/act-news/](https://www.independentagent.com/news-type/act-news/)

→ [Independent Agent Magazine: https://www.iamagazine.com/](https://www.iamagazine.com/)

5 Co-Produced Webinars and Podcasts

Collaborate with ACT on educational webinars and podcasts that help agents make smart technology decisions. Topics should be informative and solution-oriented—not promotional. Opportunities include hosting or presenting solo sessions, as well as participating in **inter-partner panels** alongside other ACT Supporting Partners—a compelling format that highlights cross-industry collaboration and elevates your organization's voice in broader technology conversations.

→ [Webinar information](https://www.independentagent.com/learn/webinars/): <https://www.independentagent.com/learn/webinars/>

6 IMPACT Video Series

Submit a short video (30 seconds to 2 minutes) on a tech-related topic for our IMPACT video series. These are shared across ACT and Big "I" social media channels and featured on our website.

→ [IMPACT videos](https://www.independentagent.com/agency-management/technology/#impact-videos): <https://www.independentagent.com/agency-management/technology/#impact-videos>

7 Social Media Engagement

Follow ACT on LinkedIn to stay connected and amplify your visibility. ACT regularly highlights partner contributions, events, and resources to keep your organization front-of-mind across the independent agency community.

→ [ACT on LinkedIn](https://www.linkedin.com/company/65907589): <https://www.linkedin.com/company/65907589>

8 Proud Supporter Recognition

Showcase your support with our "Proud Supporter of ACT" badge and ready-to-use messaging for social media and communications. These materials help you highlight your commitment to the independent agency distribution channel.

→ [Proud Supporter of ACT badge & resources](https://www.independentagent.com/act-partners/): <https://www.independentagent.com/act-partners/>

9 Annual Tech Trends Report

Contribute to ACT's annual Tech Trends Report—a widely referenced industry publication that captures the state of technology adoption across the independent agency channel. Participation opportunities include interviews, data contributions, and expert commentary. Being featured in this report positions your organization as a forward-thinking carrier at the forefront of industry innovation and provides lasting visibility among agents, carriers, and technology leaders.

→ [View the Tech Trends Report](https://www.independentagent.com/technology-trends-report/): <https://www.independentagent.com/technology-trends-report/>

10 Extended Engagement Opportunities

As a valued ACT Supporting Partner, we are committed to ensuring your partnership delivers meaningful impact. We welcome the opportunity to discuss additional, customized ways to extend your engagement based on your organization's specific goals, priorities, and areas of focus. Whether it's deeper involvement in a particular workgroup, a targeted thought leadership campaign, or new collaborative initiatives, we're here to explore what works best for you.

→ [Contact us to discuss](mailto:act@iiba.net): <mailto:act@iiba.net>

Let's Keep the Momentum Going

We're excited about your ACT partnership and look forward to sharing more about how ACT can align with your organization's goals and priorities. Together, we can help independent agencies embrace technology and thrive in a rapidly evolving marketplace.

act@iiba.net | [independentagent.com/ACT](https://www.independentagent.com/ACT) | Kasey Connors, Executive Director: kasey.connors@iiba.net